

Table 7. Brands Where TITL #34 Tar Results Agree
with PM Advertised Results but are Lower than
PM Manufacturing Specifications (mg/cigt.)

	QA 1991 Year Average	QA 1991 Specification Tar	Recomm. Tar Targets	Philip Morris Advertised Tar	TITL Market Sample #33	TITL Market Sample #34	TITL Market Sample 34 Rounded
Alpine Lts. KFMSP	9.9	10	10	9	9	9.1	9
Alpine Lts. 100FMSP	10.3	10	10	9	9	9.4	9
B & H Deluxe Ult. Lts. 100FHP	5.9	6	6	5	5	5.4	5
B & H Deluxe Ult. Lts. Ment 100FMHP	6.1	6	6	5	5	5.2	5
Cambridge Ult. Low Tar 100FSP	5.8	6	6	4	4	4.0	4
Merit Ult. Lts. 100FSP	5.9	6	6	5	5	5.5	5
Merit Ult. Lts. Ment 100FMSP	6.5	6	6	5	5	5.2	5
Players Lts. 25's Ment 100FMSP	11.9	12	11	11	11	11.4	11
Virginia Slims Ult. Lts. Ment 100FMHP	6.3	6	6	5	5	5.4	5

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= Recommended PM Tar Targets